

Auburn Endurance Capital Committee

Meeting Minutes

Meeting Date: April 10, 2012

Time: 10:00 a.m.

Location: City Hall

Present: Harvey Roper, Cynci Calvin, Lisa Kodl, Bob Miller, Colleen Conley
Guests - Jim Northey

Minutes:

- Minutes from March 16, 2012 meeting reviewed and approved.

Annual Work Plan (July 1, 2012 – June 30, 2013)

- Need to agree on work plan items, attach dollar amounts to each item, and submit to City Council for approval.
- Event Support
 - WSER ("Where's my Runner?" booth at the finish)
 - Sierra Tahoe 100-Mile Mtn. Bike Ride (banners)
 - Tevis (determine what, if anything, we could do – banners?)
 - Other events?
- Website (calendar/maps, Bike Auburn page)
- Be on Chamber of Commerce's new Auburn App (Bruce Cosgrove is contact).
- Visitors' Center trophy case (paid for by Visitors' Center).
- Administer Bike Auburn's funds
- Other ideas: freeway signage; posters/brochures for Visitors' Center

Auburn Marathon:

- Race starts at 7 am, April 22
- Most of set up will be done on Saturday.
- Have AECC volunteers arrive around 6:15 a.m. at ARD Park, upper parking lot.
- Friday cut-off for online entries, but can enter at packet pick up.
- Jim will post sign at next Saturday's Farmers Market.

Report from Jim Northey

- Jim Northey has Winter Crossing photos we could use.
- Horseback/run/bike triathlon is not getting support from Tevis group; probably won't happen.
- Working on a 5-day stage mountain bike race (40-50-mi. per day).

Meeting adjourned at 11:00 a.m.

Next Meeting: May 1, 2012, 10 a.m., Auburn City Hall

Tentative Agenda: ECC Annual Work Plan, Recap of Auburn Marathon, Updates on Website and Visitors' Center, review Tevis Marketing Proposal (see attached).

From: developmentdirector@teviscup.org [mailto:developmentdirector@teviscup.org]
Sent: Friday, April 13, 2012 1:37 PM
To: Conley, Colleen
Subject: 2012 Tevis Marketing Package

Hi Colleen. Thank you for speaking with me today about the Endurance Capital Committee's support as a sponsor this year at the Tevis Cup Ride. I have attached the Tevis Marketing Opportunities package for your review with all kind of options. It has all the necessary forms for being a sponsor, vendor, **advertiser in the Forum (ad reservations due 4/16 - artwork shortly thereafter)** or on the website.

If you want to combine a vendor booth, with a printed ad in the Forum or our new website advertising (**only \$10/mo for a year-long hotlink on the WSTF Website**) along with a banner - I can certainly create a marketing package that suits your marketing needs as well as your budget. Check out our new Supporting Sponsorship that is only \$500!

To volunteer to help: at either the fairgrounds between 10 pm - 5:15 am serving glasses of champagne to the riders, or at a vet check, click on this link:
<http://www.teviscup.org/how-you-can-help/volunteering-for-tevis/volunteer-signup-form>

Please let me know if I can be further assistance and I look forward to you joining us on August 4, 2012 for the 57th Annual Western States Trail Ride!! Please confirm receipt of this email and that you can open the attachment ok.

Talk to you soon,

Tammy Botts-Kimler
WSTF Development Director
530-367-4450
<2012 Tevis Marketing Packages.pdf>